

Message Text

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FM AMCONSULATE SURABAYA

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AMEMBASSY JAKARTA

AMEMBASSY SINGAPORE

AMCONGEN HONG KONG

AMCONSUL MEDAN

UNCLAS SURABAYA 0172

COMMERCE FOR BIC/OED/MEPD & OIM, DEPT. PASS EXIM,
STATE FOR EA/IMS GEBER, HONG KONG FOR RAND

E.O. 11652: N/A

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SUBJECT: SUGAR MILL CONSTRUCTION: SURABAYA TRADE PROMOTION EVENT

REF: STATE 31765

1. SUMMARY: CONSULATE-SPONSORED TRADE EVENT HELD MARCH 6 AND 7. TWENTY REPRESENTATIVES OF FOURTEEN AMERICAN COMPANIES TRAVELLED TO SURABAYA FOR SEMINAR AND CATALOG SHOW ON AMERICAN CANE SUGAR MACHINERY. BOTH EVENTS WERE WELL ATTENDED, AND INDONESIANS WHO CAME SEEMED IMPRESSED WITH QUALITY AND CAPABILITY OF AMERICAN EQUIPMENT. ONE PARTICIPANT REPORTED SIGNING A \$2.5 MILLION CONTRACT ON MARCH 7. FULL REPORTING AIRGRAM WILL FOLLOW. END SUMMARY.

2. IN ORDER TO INTRODUCE INDONESIAN SUGAR INDUSTRY TO AMERICAN COMPANIES' CAPABILITY TO PRODUCE COMPLETE CANE SUGAR MILL AND TO MAKE AMERICAN COMPANIES AWARE OF MAJOR EXPORT OPPORTUNITY IN INDONESIA, CONSULATE SPONSORED TRADE PROMOTION EVENT ON MARCH 6 AND 7. ON THE MORNING OF MARCH 6, THE AMERICAN COMPANY REPRESENTATIVES PARTICIPATED IN A TECHNICAL SEMINAR WHICH WAS ATTENDED BY MORE THAN 150 PERSONS. THE AUDITORIUM OF THE LEMBAGA INDONESIA-AMERIKA

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(BINATIONAL CENTER) WAS FILLED TO CAPACITY. IN THE AFTERNOON

THE AUDITORIUM WAS CONVERTED FOR A CATALOG SHOW. APPROXIMATELY 80 PERSONS RETURNED TO ASK QUESTIONS OF THE AMERICAN COMPANY REPRESENTATIVES INDIVIDUALLY AND PERUSE THEIR CATALOGS. ON FRIDAY, MARCH 7, THE CATALOG SHOW CONTINUED, AND ANOTHER 70 PERSONS VISITED. THE AMERICAN BUSINESSMEN EXPRESSED PLEASURE AT THE SIZE OF THE TURNOUT AND THE QUALITY OF THOSE WHO CAME.

3. ON FRIDAY SOME OF THE BUSINESSMEN VISITED ONE GOVERNMENT AND ONE PRIVATE MILL. THE PRIVATE MILL IS SLATED FOR REPLACEMENT, AND ITS OWNERS (P.T. WIRONTONO) HOSTED A LUNCHEON FOR THE REPRESENTATIVES,

AS WELL AS GIVING SEVERAL OF THEM INVITATIONS TO SUBMIT OFFERS FOR EQUIPMENT FOR THE NEW MILL. THE TOTAL PACKAGE MAY INVOLVE AS MUCH AS \$20 MILLION.

4. SEVERAL OF THE AMERICANS HAD PRIVATE APPOINTMENTS DURING THEIR STAY. THE REPRESENTATIVE OF TURBODYNE (WORTHINGTON) SAID ON SATURDAY THAT HE HAD SIGNED A CONTRACT FOR \$2.5 MILLION THE PRECEDING DAY.

5. THE SHOW ATTRACTED A NUMBER OF INDONESIAN COMPANIES SEEKING TO BECOME REPRESENTATIVES OF THE AMERICAN MANUFACTURERS. THE TASK FORCE MEMBERS VISITED SEVERAL CONCERNS WITH THE CAPABILITY TO PRODUCE STEEL STRUCTURES, PIPES, TANKS, AND OTHER ELEMENTS OF A SUGAR MILL WHICH CAN BE MADE LOCALLY. AREA PRESS GAVE WIDE COVERAGE TO EVENT.

6. THE CONSULATE SINCERELY APPRECIATES THE SUPPORT AND ASSISTANCE WE RECEIVED FROM ALL CONCERNED. THE AMERICAN BUSINESSMEN WERE IMPRESSED BY THE PROFESSIONAL QUALITY OF THE SHOW ARRANGEMENTS WHICH WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE ASSISTANCE OF WONG HONG CHIT FROM THE REGIONAL TRADE CENTER IN SINGAPORE. WE RECEIVED COMPLETE COOPERATION FROM USIS, AND ARE GRATEFUL THAT CHRIS SANTOSO WAS AVAILABLE TO HELP WITH AUDIO-VISUAL EQUIPMENT, INCLUDING VTR. JOHN POURIS HOSTED A LUNCH FOR THE GROUP AND WAS EXTREMELY VALUABLE.

7. AN AIRGRAM WILL BE PREPARED IN ACCORD WITH ESTABLISHED PROCEDURE AND FORWARDED TO COMMERCE. WE HOPE COMMERCE WILL FOLLOW UP WITH U.S. COMPANIES, AS WE BELIEVE LONG TERM SALES PROSPECTS

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ARE GOOD FOR PARTICIPATING COMPANIES.
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